

Publicity Committee Minutes - draft
January 15, 2019
Location: Comcast, Tigard, OR

Committee Members attending: Fred Corona, Mitch Berghelea, Scott Gallegos and Kitty Davis.

Minutes

Announcements and Introductions:

- a. Fred called meeting to order at 11:05 am and introductions were made.
- b. Draft minutes from 12.12.18 reviewed. Motion made by Mitch and 2nd by Fred. Approved. Kitty to post on website.
- c. Chair Statement: none

Old Business:

- a. Review Starlight Parade Contract-2019: members discussed logistics as a sponsor: 811 logo for marketing & banner, 15-30 radio spots, promo items to hand out, illumination of the 811 car. Kitty will follow up with Christie about needing volunteers to carry banner and approval on swag items. Scott to sign contract. Payment of contract due March 1, 2019.
- b. Discuss Alpha Media Radio campaign for 2019- Fred recommended a March, April, May radio campaign-using 6K. Remaining 5K for fall. Kitty will follow up with Ayn to get schedule going and see if a 15 second spot will be better than a 30 second radio spot.
- c. OUNC Marketing RFP process: members discussed specifics of what to include in the new RFP and recommended contract terms. Kitty will work on draft and have to Fred before February's board meeting.
- d. Hillsboro Hops Sponsorship: Fred put aside 5K for 2019. Kitty has a conference call on 23rd and will report back discussion of partnering with NWN.
- e. J.J. Harrison: Fred asked that Joyce report back when payment has been made.

New Business:

- a. Billboards: Kitty shared with member's available I-5 billboards and shared graphics that Texas 811 has done. Fred asked to put aside 4K. Will

run 2 billboards: #1 March/April and #5 April. Kitty will work with creative on artwork and get contract going for Fred to sign off.

Next Meeting: TBD

Motion to adjourn the meeting made by Scott and 2nd by Micah.

Adjourned at 1:10 p.m.

Submitted by Kitty Davis on Dec. 18, 2018.

draft